

R. H. Macy & Co.'s Attractions Are Their Low Prices.

Macy's

Herald Square, Broadway, 34th to 35th St.

MIDSUMMER SALE OF FINE FURNITURE

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Herald Square, Broadway, 34th to 35th St.

MACY'S Furniture Sale, opening to-morrow, differs from other Furniture Sales in that it is conducted throughout on a strictly CASH BASIS. Manufacturers can afford to and do favor us. We can afford to and do favor the public beyond all competitors because we buy cheaper than they can and sell without any of the losses incidental to a credit system.

THE \$300,000.00 stock in this sale has been marked from 10 to 40 per cent. less than our regular prices. Inasmuch as our regular prices are always lower than those at other stores, our sale prices must necessarily offer greater economies than are obtainable elsewhere. We will hold any furniture bought now for Fall delivery.

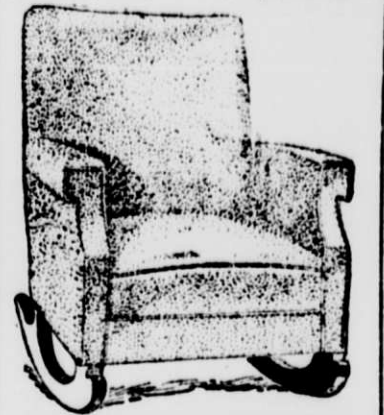
LIBRARY FURNITURE

LIBRARY TABLES

Our Regular \$7.24 **\$6.34**
Tables, at
In Early English.
Our Regular \$10.24 **\$8.89**
Tables, at
In Early English and Fumed Oak.
Our Regular \$13.24 **\$11.49**
Tables, at
In Early English, Fumed Oak and Mahogany.
Our Regular \$15.24 **\$13.34**
Tables, at
In Fumed and Golden Oak.
Our Regular \$20.49 **\$17.89**
Tables, at
In Fumed and Golden Oak.

LEATHER ROCKERS

Our Regular \$25.24 **\$18.24**
Rockers, at



One of these is shown in the illustration. Seat, back and arms covered with the best grade of brown Spanish leather. Seats the so-called automobile type. Full spring backs. Runners, mahogany finished. Arm chairs to match this rocker. Priced regularly at \$25.24. Special at \$18.24.

LEATHERETTE COUCHES

Our Regular \$15.24 **\$9.24**
Couch, at

Leatherette is the best substitute for genuine leather obtainable. The couches at \$9.24 are covered with superior grade of leatherette. They are in oak, with open spring construction, and tufted with patent button. A very excellent set. Our regular \$8.80 Couches. \$7.34. Our regular \$9.24 Couches. \$12.34. Our regular \$10.24 Couches. \$11.49.

UPHOLSTERED BOX COUCHES

These are a new long and wide. They are upholstered in either green damask or velvet, depending upon the price. All have good steel springs and are fitted with self-opening attachment.

Our regular \$7.49 Couches at \$5.14. Our regular \$14.49 Couches at \$11.89. Our regular \$8.80 Couches at \$7.34. Our regular \$12.89 Couches at \$10.07. Our regular \$17.74 Couches at \$13.34. Our regular \$11.24 Couches at \$9.34. Our regular \$19.24 Couches at \$16.24.

STERILIZED HAIR MATTRESSES

Our mattresses are made of hair clipped from living South American horses. It is sterilized and then brought to our mattress factory on the Eleventh Floor of the Macy Building, where exceptional facilities for making good, hygienic clean mattresses are maintained.

Only sample mattresses carried in stock, so that when you order a mattress you are assured that it is new and clean. Orders filled twenty-four hours after their receipt. All prices based on regulation size, mattresses, 4 ft. 6 in. wide.

Our Regular \$16.49 **\$12.24**
Mattress at
Made of black mixed hair and covered with a choice of tickings. Finely stitched and tufted. Very full and wide.

Our Regular \$26.49 Mattress at \$21.49.
The softest hair obtainable is used in the construction of these mattresses. Choice of tickings for cover.

FEATHER PILLOW SPECIALS

Our Regular 74c **59c**
Pillows.
Size 18x26 inches. Stuffed with mixed feathers. Weight 2 1/2 pounds.

Our Regular 89c **67c**
Pillows.
Special grade mixed feathers. Size 20x28 inches. Weight 3 pounds.

HIGH GRADE WILTON RUGS

Odds in desirable sizes. Tan, brown, mahogany, red, green, rose and gray color combinations. Styles that should interest hotel owners as much as home owners.

10 ft. 6x14 ft. \$79.50 **\$62.48**
10 ft. 6x15 ft. \$80.75 **\$63.89**
10 ft. 6x13 ft. \$54.50 **\$43.48**
10 ft. 6x12 ft. \$49.48 **\$38.24**
9 ft. 11x15 ft. \$68.50 **\$53.79**

Early English ROCKERS



Our Regular \$10.24 **\$7.49**
Rockers at
One of these is illustrated. Others of the same size and shape are in fumed oak finish. Both kinds are built of solid quartered oak and have genuine Spanish leather cushions. High backs and comfortable wide arms.

ODD ARM CHAIRS

These are in assorted high grade coverings.
Our regular \$18.24 **\$12.24**
Arm Chair, at
Our regular \$16.49 **\$10.49**
Arm Chair, at
Our regular \$22.49 **\$15.24**
Arm Chair, at
Our regular \$33.24 **\$22.49**
Arm Chair, at

LEATHER COUCHES

Our regular \$20.89 **\$17.34**
Couches, at
Our regular \$28.89 **\$24.34**
Couches, at
Our regular \$30.49 **\$25.34**
Couches, at
Our regular \$35.24 **\$29.34**
Couches, at
Our regular \$49.24 **\$33.34**
Couches, at

Our Regular \$25.49 **\$17.49**
Leather Couch, at



The couch illustrated above is an extraordinary value. It is of curved oak frame mounted with genuine leather. Full open spring construction. Finished with patent button.

BEDROOM SUITE

Made of Kyonyx, which is an imitation of Circassian Walnut.
\$40.74 Twin Beds, each **\$38.49**
\$42.49 Dresser **\$35.24**
\$42.49 Chiffonier **\$35.24**
\$24.67 Desk **\$20.34**
\$8.49 Table **\$6.34**
\$11.89 Costumer **\$9.89**
\$37.49 Cheval Glass **\$30.89**
\$7.24 Chair **\$5.49**
\$6.24 Bedder **\$4.67**
\$30.24 Toilet Table **\$28.24**

ENAMELED BEDSTEADS

Our Regular \$6.74 **\$5.24**
Bedsteads at
These have extra heavy filling rods, running between posts, 1-inch in diameter. The rods are surrounded by one-inch brass top rails and heavy brass caps. The beds are in all the regulation sizes.

Our Regular \$2.49 **\$1.49**
Bedsteads at
These are in single sizes, 3 feet wide, with curved filling rods, brass caps and bases and inch posts.

BRASS BEDSTEADS

Our Regular \$15.24 **\$11.24**
Bedsteads at
Made with two-inch continuous posts and 7 five-eighths inch filling rods. Finished with the Damarda Lacquer, which we guarantee for ten years. To be had in all sizes.



Our Regular \$20.24 **\$12.49**
Beds at
All have continuous two-inch posts, mounted on top and bottom with full 1 1/2 inch high and the foot piece is 3 ft. 2 in. The beds are finished in the grade wide Damarda Lacquer and can be had in either the solid or light finish in four sizes: 3 ft. 3 in., 3 ft. 6 in., 3 ft. 9 in., and 3 ft. 6 in.

CHIFFONIERS

Our Regular \$8.24 **\$5.74**
Chiffoniers at
These Chiffoniers are 30 inches wide and each one has five large drawers. They are finished in very fine white enamel.
Our Regular \$5.49 **\$3.89**
Chiffoniers at
In solid plain oak, golden finished. Five large drawers to each chiffonier. Solidly constructed.

BEDSPRINGS

Our Regular \$1.89 **\$1.49**
Springs at
The wire is unusually heavy for springs of this price. It is attached to bronze finished frames for metal beds.

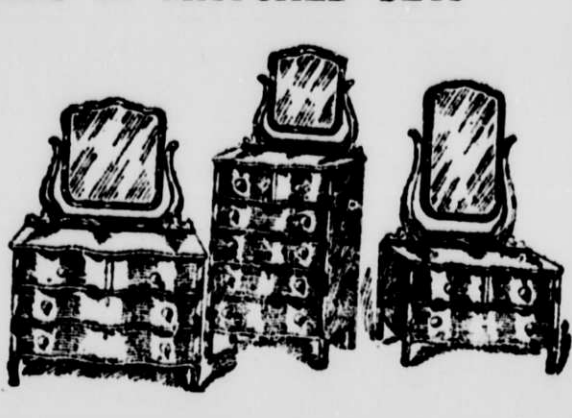
Our Regular \$8.49 **\$6.89**
Box Springs at
Made for brass and iron bedsteads and covered with the best grades of fancy striped or A. C. A. tickings.

CHIFFONIERS AND DRESSERS IN MATCHED SETS

Our Regular \$19.74 **\$13.49**
Chiffoniers (illustrated)
In mahogany or maple, with full serpentine front. Base is 18x30 inches. Beveled mirror is 10x20 inches. Drawers are varnished inside and fitted with good locks and wood knobs.

Our Regular \$20.24 **\$13.89**
Dressers (illustrated)
These may be obtained in either mahogany or bird's-eye maple. Have large beveled mirrors, 24x30 inches. Base of dresser 40 inches. Full serpentine fronts and good trimmings.

Our Regular \$20.24 **\$13.89**
Princess Dressers (illustrated)
Both in mahogany and maple, with full serpentine fronts. Bases 18x36 inches. Beveled mirrors, 18x36 inches. Drawers varnished inside and fitted with a good lock and wood knobs.



DURABLE ODD DRESSERS

Made of substantial plain oak, with golden polished finish.
\$10.67 Dressers **\$8.24** **\$16.24** Dressers **\$12.34**
\$11.24 Dressers **\$8.74** **\$17.24** Dressers **\$13.24**
\$12.34 Dressers **\$9.74** **\$20.49** Dressers **\$15.07**

OAK DRESSERS

Our Regular price, \$10.24; Sale Price **\$6.74**
These are very beautiful dressers, in solid fine grained oak, with golden finish. Top 36 inches long, 20 inches wide. Mounted with French Plate Beveled Mirror, 24x14 inches.

ON the principle that things worth doing at all are worth doing well, we have planned to co-ordinate with the Midsummer Furniture Sale a series of minor sales in all our Homefurnishing Departments. The first of the series follows:

SERVICEABLE DINNER SETS---REDUCED

\$4.89 regularly \$6.89, American Porcelain Dinner Sets. 100 pieces, decorated in a floral design.
\$5.89 regularly \$8.89, American Porcelain. 100 pieces, decorated in pink floral design. Gift-traced handles.
\$6.89 regularly \$8.97, American Porcelain. 100 pieces, outlined with gold, and gold-initialed to your order.
\$7.89 regularly \$9.87, American Porcelain. 100 pieces, floral decorations in natural colorings. Gift-traced handles.

\$9.89 regularly \$14.89, Austrian china. 100 pieces, decorated with floral spray and gold line.
\$14.89 regularly \$18.97, Limoges China. 100 pieces, floral decoration combined with gold line.
\$16.89 regularly \$23.89, Theo. Haviland China. 100 pieces, with neat floral design and gold-stippled handles.
\$16.89 regularly \$19.89, Farnival's English Porcelain. 102 pieces, with art nouveau border in green.

Fine Dinner Sets—one-third to one-half below original prices.

Were Now Were Now Were Now
\$23.89 \$14.89 \$29.89 \$18.89 \$34.89 \$19.89 \$39.89 \$24.89 \$44.89 \$29.89
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\$32.89 \$19.89 \$38.89 \$23.89 \$43.89 \$28.89 \$48.89 \$33.89 \$53.89 \$38.89

LACE CURTAINS LOWERED IN PRICE

All single pairs of Lace Curtains—every kind—reduced to one-half.
All 2 and 3 pair Lots of Lace Curtains are now reduced by one-third.
This embraces 525 pairs of Cluny, Renaissance, Lacet Arabian, Brussels, Deptelles, Irish Point and Nottingham Lace Curtains, Scrim Curtains, Made Lace Panels and Bonnes Femmes. Were 89c. to \$15.24 pair. Single pairs 44c to \$7.59. Two and three pair lots now 59c to \$10.14 pair.

\$3.49 80 pairs formerly \$4.49 to \$5.49, Scrim and Lacet Arabian Curtains; the latter with antique lace motifs, insertion and edging.
\$4.74 100 formerly \$5.74 to \$6.74, Imported Lacet Arabian Lace Curtains, and some handsome Brussels Lace Curtains.
\$4.96 125 pairs formerly \$6.49 to \$7.91, Marie Antoinette Lace Curtains, and Renaissance Lace Curtains and applique curtains on scrim.

"FRUIT OF THE LOOM" BED LINENS

This Old, Tried and True Brand---Temporarily Reduced.

SHEETS
44x 94 1/2 in. 48x 112 1/2 in. 78x 120 in. 84x 120 in. 90x 120 in. 96x 120 in. 102x 120 in. 108x 120 in. 114x 120 in. 120x 120 in.
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